GloBox

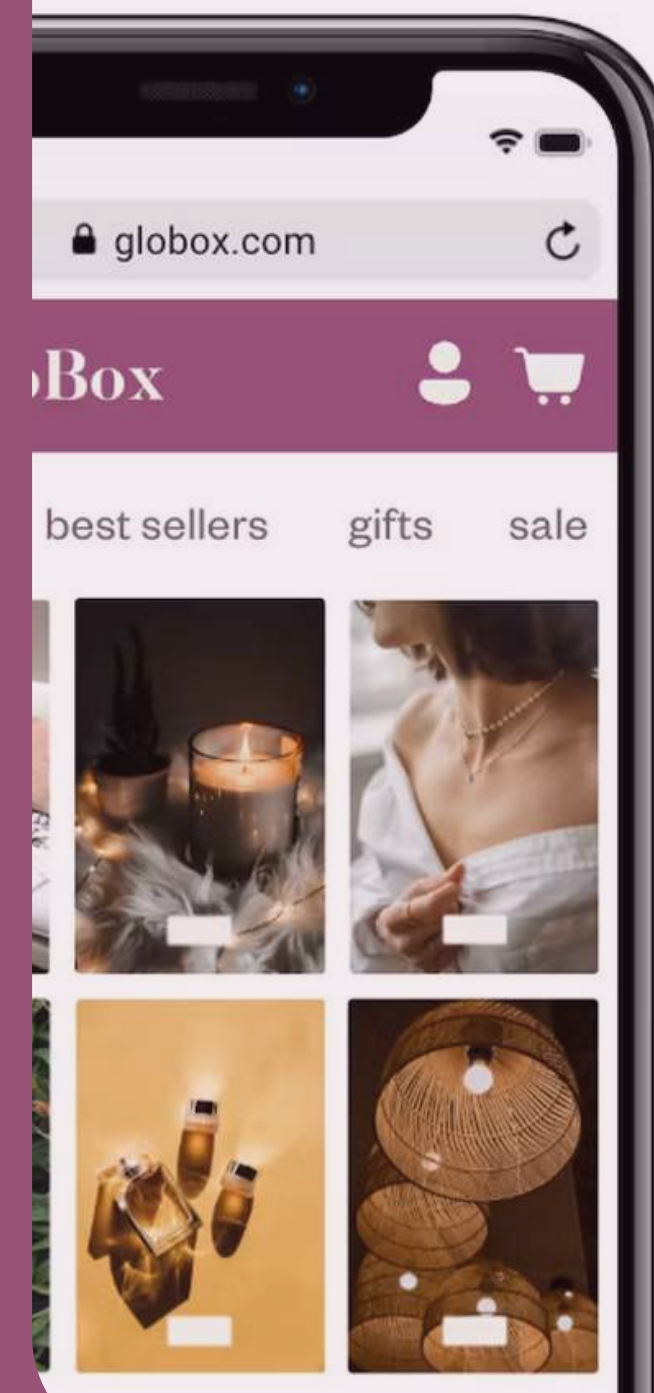# A/B TEST ANALYSIS

August 2023

Group A: Control
existing landing page

Group B: Treatment
landing page with food & drinks

12:00
globox.com

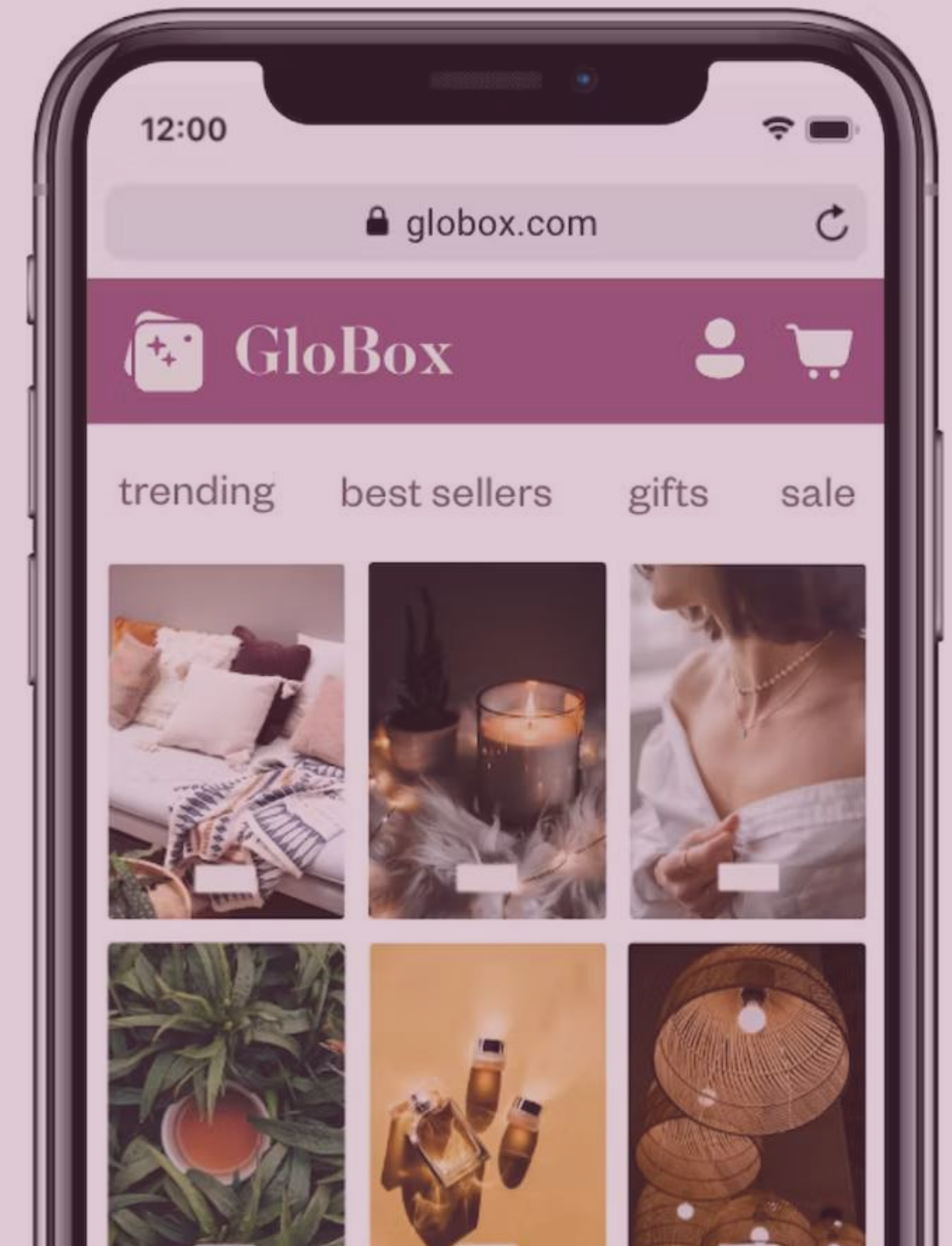# Let's begin!

Group A: Control
existing landing page

Executive Summary
&
Key Findings

Group A: Control
existing landing page

globox.com

Group B: Treatment
landing page with food & drink ba
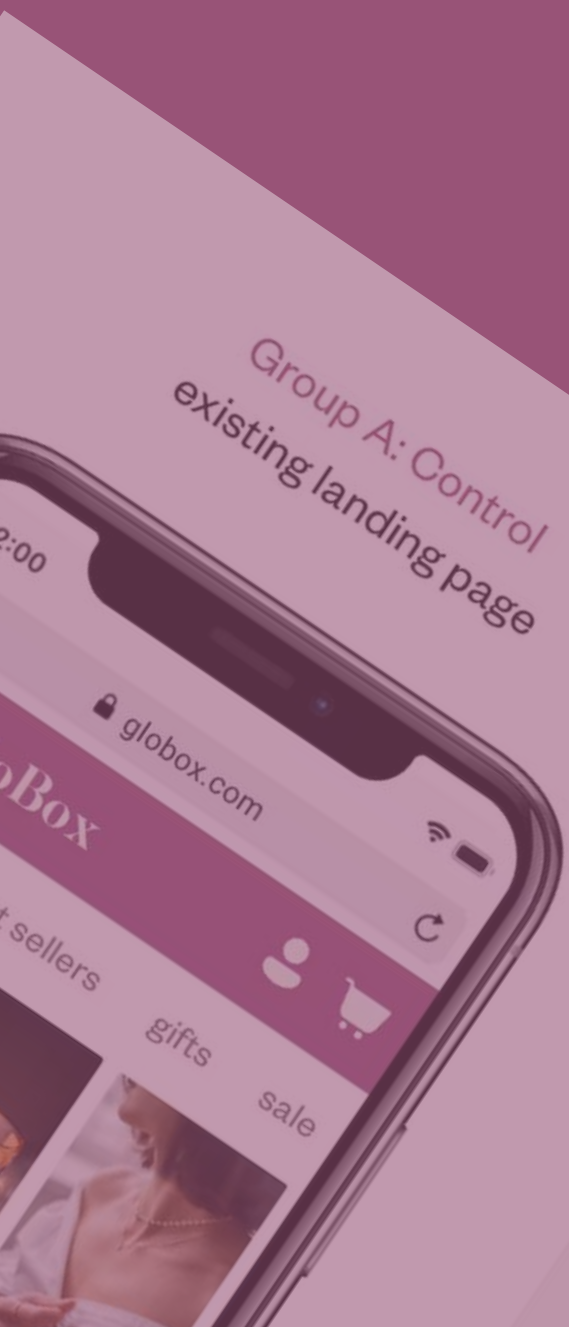
EXECUTIVE SUMMARY

Context

- A/B Test: Conversion Rate and Average Spend

- **48,943 sample size**, 13 days

Key Findings

- Both **Conversion Rate** (**+0.71%**) and **average spend** (**+$0.02**) **increased**

- **Female Conversion Rate** increased by **+0.29%**, but **Average Spend** decreased by **-$0.33**

- **Male Conversion Rate** increased by **+1.17%**, and **Average Spend** increased by **+$0.35**

Conclusion

- **Continue iterating**

- Expand sample size, focus on demographics, define success

WHAT IS A/B TESTING?
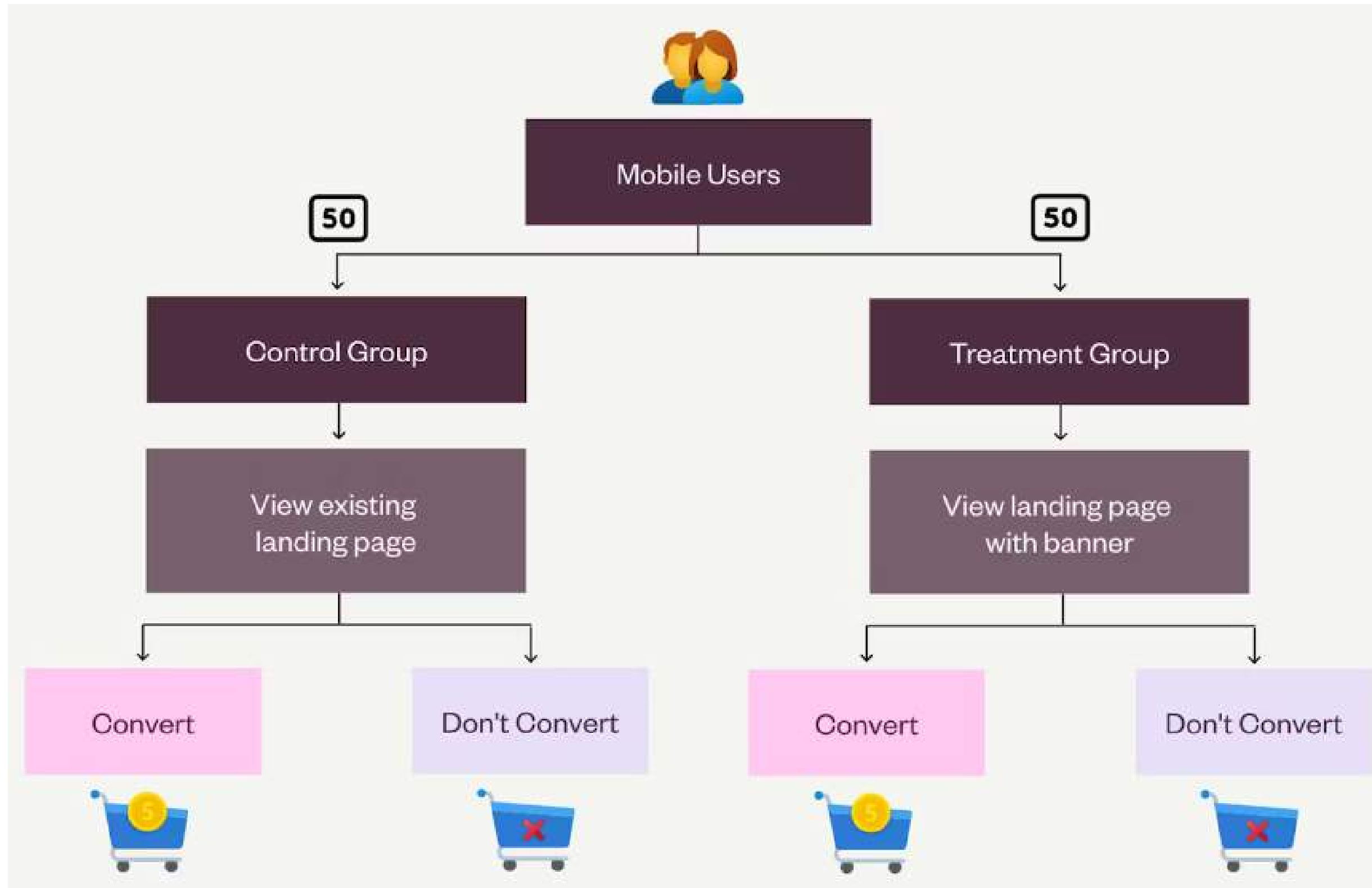
KEY FINDINGS

A/B Test was conducted between 25th January 2023 - 6th February 2023, with a total of 48,943 users, with both metrics **conversion rate** and **average spend increasing**.

Metric	Group A - Control	Group B - Treatment	Grand Total	Differential B-A (+/-)	P Value
Total Number of Users	24,343	24,600	**48,943**	**257 / 0.53%**	
Conversion Rate (CR)	3.92%	4.63%	**4.28%**	**0.71%**	**0.0001**
Average Spend (AS) $	$3.37	$3.39	**$3.38**	**$0.02**	**0.9438**

KEY FINDINGS

*Daily Conversion Rates and Average Spend trended upwards for the Treatment Group, however the range of spending for the Treatment Group was **$2.69,** inferring high levels of volatility in average spend.*

GloBox

Test Group
- A - Control
- B - Treatment

Country   All

Gender   All

Device Type   All

Conversion Rate chart — Date [2023]

Average Spend chart — Date [2023]

Despite showing an overall upward trend on both conversion and average spend metrics, **the range of the daily average spend was $2.69** inferring higher levels of volatility in Group B (Treament)
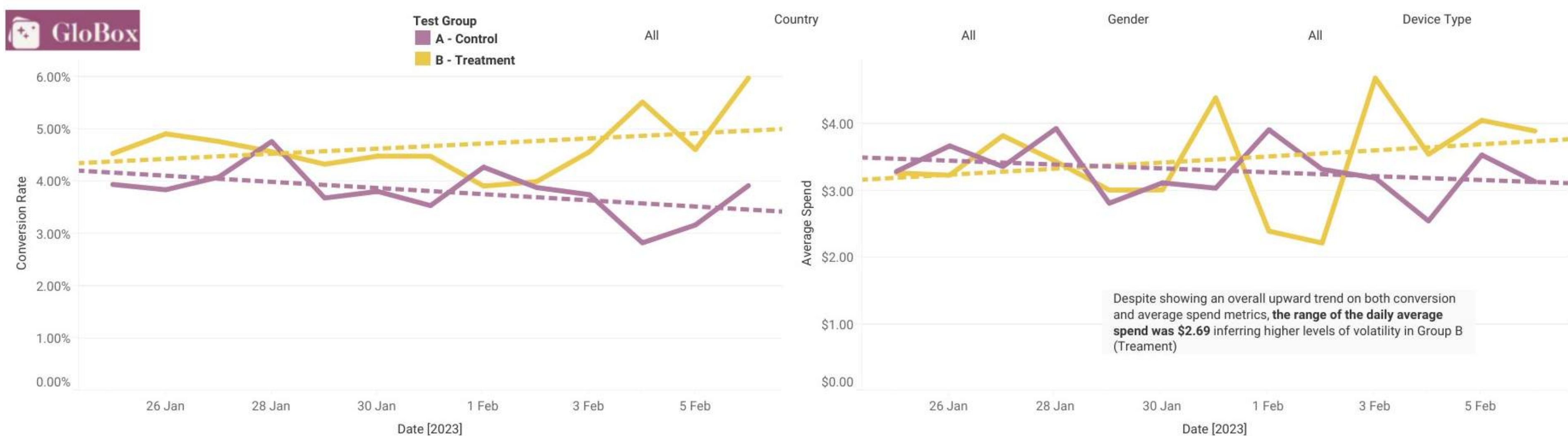
Conclusion
&
Recommendations

CONCLUSION

Continue iterating

Why?

- **Banner positively impacts conversions**
- **Meagre increase in average and total spend**
- **Sample size is too low**

RECOMMENDATIONS

1 **Targeted demographics:**
- **Location**
- **Gender**
- **Device**

2 **Extend parameters:**
- **Length**
- **Sample Size**
- **Time of year/Seasonality**

3 **Define Success and ROI:**
- **Business impact on other departments**
- **Define Minimum Detectable Effect**

Supplementary Findings

GENDER METRICS

Female Conversion Rate increased by 0.29% but Average Spend decreased by $0.33

Male Conversion Rate increased by 1.17% and Average Spend increased by $0.35

Gender	Group A - Control	Group B - Treatment	Grand Total	Group A - Control	Group B - Treatment	Grand Total	Differential B-A (+/-)
Female	10,069	10,061	20,130	5.14%	5.44%	5.29%	0.29%
Male	10,054	10,235	20,289	2.63%	3.79%	3.21%	1.17%
Not Disclosed	3,412	3,443	6,855	4.31%	5.17%	4.74%	0.86%
Other	808	861	1,669	3.22%	3.02%	3.12%	-0.20%
Grand Total	**24,343**	**24,600**	**48,943**	**3.92%**	**4.63%**	**4.28%**	**0.71%**

Gender	Group A - Control	Group B - Treatment	Grand Total	Group A - Control	Group B - Treatment	Grand Total	Differential B-A (+/-)
Female	10,069	10,061	20,130	$4.46	$4.13	$4.30	-$0.33
Male	10,054	10,235	20,289	$2.25	$2.60	$2.43	$0.35
Not Disclosed	3,412	3,443	6,855	$3.62	$3.74	$3.68	$0.11
Other	808	861	1,669	$2.77	$2.77	$2.77	$0.00
Grand Total	**24,343**	**24,600**	**48,943**	**$3.37**	**$3.39**	**$3.38**	**$0.02**

DEVICE METRICS

Conversion rates on all devices increased by a minimum of 0.6%, but average spend decreased in both iOS and Not Disclosed with Android increasing by $0.16

Device	Group A - Control	Group B - Treatment	Grand Total	Group A - Control	Group B - Treatment	Grand Total	Differential B-A (+/-)
Android	15,054	15,235	30,289	2.77%	3.52%	3.15%	0.75%
iOS	9,142	9,218	18,360	5.85%	6.47%	6.16%	0.62%
Not Disclosed	147	147	294	2.04%	4.08%	3.06%	2.04%
Grand Total	**24,343**	**24,600**	**48,943**	**3.92%**	**4.63%**	**4.28%**	**0.71%**

Gender	Group A - Control	Group B - Treatment	Grand Total	Group A - Control	Group B - Treatment	Grand Total	Differential B-A (+/-)
Android	15,054	15,235	30,289	$2.31	$2.47	$2.39	$0.16
iOS	9,142	9,218	18,360	$5.07	$4.92	$5.00	-$0.15
Not Disclosed	147	147	294	$6.54	$3.46	$5.00	-$3.08
Grand Total	**24,343**	**24,600**	**48,943**	**$3.37**	**$3.39**	**$3.38**	**$0.02**

CONVERSION RATE BY LOCATION

10 out of 12 countries reported an increase in conversion rate between the treatment and control group with Canada having the highest increase of 1.79%, USA accounts over 25% of consumer activity

Country	Number of users	Group A - Control	Group B - Treatment	CR	Differential B-A (+/-)
Canada	1,570	4.69%	6.48%	5.61%	1.79%
Mexico	5,738	2.95%	4.45%	3.71%	1.50%
Germany	3,854	3.20%	4.41%	3.81%	1.21%
France	3,090	3.13%	4.18%	3.66%	1.05%
Australia	1,168	2.14%	3.04%	2.57%	0.90%
UK	2,949	2.89%	3.68%	3.29%	0.79%
Spain	1,993	2.91%	3.61%	3.26%	0.70%
USA	14,472	5.12%	5.75%	5.44%	0.63%
Brazil	9,434	3.73%	4.06%	3.89%	0.33%
Turkey	3,732	4.00%	3.56%	3.78%	-0.44%
Unknown	643	5.41%	4.03%	4.67%	-1.38%
Grand Total	**48,943**	**3.92%**	**4.63%**	**4.28%**	**0.71%**

AVERAGE SPEND BY LOCATION

*6 out of 12 countries report an increase in average spend with a net **increase of $0.02,** with the **UK** having the highest **increase $2.39***

| Country	Number of users	Group A - Control	Group B - Treatment	AS $	Differential B-A (+/-)
UK	2,949	$2.11	$4.50	$3.32	$2.39
Spain	1,993	$2.18	$3.23	$2.71	$1.05
Canada	1,570	$3.60	$4.20	$3.91	$0.60
Mexico	5,738	$2.81	$3.35	$3.08	$0.54
Australia	1,168	$1.67	$2.08	$1.87	$0.41
Unknown	643	$3.26	$3.54	$3.41	$0.28
Brazil	9,434	$3.21	$3.07	$3.14	-$0.14
USA	14,472	$4.30	$4.05	$4.17	-$0.25
France	3,090	$2.68	$2.27	$2.47	-$0.41
Germany	3,854	$3.40	$2.71	$3.05	-$0.69
Turkey	3,732	$3.69	$2.49	$3.08	-$1.20
Grand Total	**48,943**	**$3.37**	**$3.39**	**$3.38**	**$0.02**

Appendices

Sources & Further Reading

Globox AB Test Report - <u>Link</u>

Globox AB Test Tableau Visualisation - <u>Link</u>

Globox AB Test Spreadsheet Analysis - <u>Link 1</u> and <u>Link 2</u>
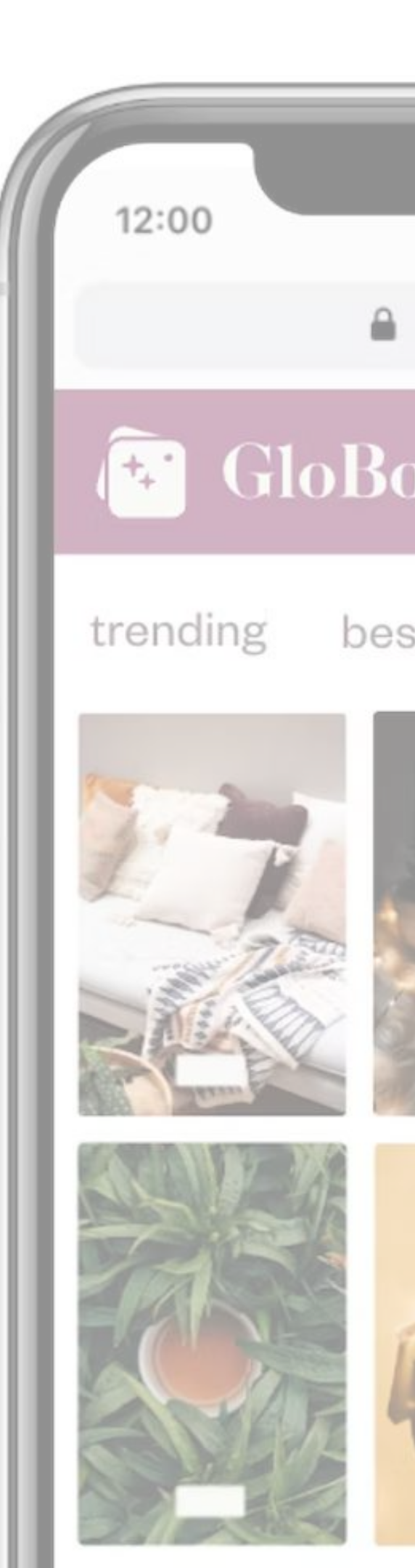
Q&A

Ben Campbell

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